

ADVANCED BUSINESS WEB PAGE DESIGN

Units of Credit: Semester (.5)

CIP Code: 520264

Levels: 10-12

Prerequisites: Business Web Page Design

COURSE DESCRIPTION

This course provides skill development in the electronic procedures of producing, editing, publishing, and maintaining documents on the Internet. Web publishing software and HTML are used to develop the competencies of creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. Proofreading, document composition, design composition and communication competencies are included.

CORE STANDARDS AND OBJECTIVES	
STANDARD 0000-01	The student will be able to create HTML documents with advanced features using HTML language and using GUI web editor.
OBJECTIVES 0101	Use tables in a web document.
0102	Create HTML documents using frames.
0103	Include music, sound, or video in a document.
0104	Use meta tags to improve a Web document
0105	Design, plan, organize, and create different HTML documents for a Web site using style sheets for uniformity.
0106	Create a variety of links (hypertext, target tags/jump links, mail links).
0107	Use an image map with hot spots as a hyperlink
STANDARD 0000-02	The student will understand and implement the use of scripting to create a dynamic, interactive Web site.
OBJECTIVES 0201	Setup a form that can be used to survey or collect data from users (Java Applet)
0202	Use the necessary HTML tags to implement the survey form. (0201)
0203	*Understand the use of software to create a database to collect and/or organize data from the Internet.
0204	Explain how various plug-ins can be used to enhance Web interaction; i.e., Active-X, CGI, Shockwave, Flash, Acrobat Reader, RealPlayer.
0205	Understand the use of Cookies.
0206	Create navigational bars with text and rollover images in image software.

2004 - 2005

STANDARD 0000-03	The student will demonstrate the principles of good design and graphics and apply them to the creation of web pages.
OBJECTIVES 0301	Use existing clipart files and convert them to an appropriate Web format and size.
0302	Edit/crop an imported image using graphics editing software.
0303	Use a drawing, paint, or image editing program to create simple drawings (imaging).
0304	Demonstrate how to capture an image using a scanner, digital camera or other method for use in a Web document
0305	Create and use simple animations.
0306	Explain and demonstrate the principles of good Web page design.
0307	Combine art, clipart, and text to create a visually appealing document.
0308	Understand the concept of Web safe colors.
STANDARD 0000-04	The student will demonstrate competency as a Webmaster.
OBJECTIVES 0401	Explain security issues as they apply to secured sites, secured servers, encryption, security software, etc.
0402	Research possible careers in the web industry.
0403	Create a Web page portfolio of projects completed in class
0404	Understand the use of FTP for download or upload documents.
0405	Understand the process of registering and/or changing a domain for the Internet. (register.com or godaddy.com)
0406	Understand the process of registering a Web site with a search engine
0407	Explain the purpose of setting up a server to keep and analyze log files of user access and traffic (CGI files).
STANDARD 0000-05	The student will understand safety issues of Internet use.
0501	Understand and adhere to an Acceptable Use Policy.
0502	Explain proper ethics and copyright when using the Internet.